



Why the Arts are Vital to Providing a Well-Rounded Education Part II

Young people who consistently participate in comprehensive, sequential, and rigorous arts programs are:

- ✍ Four times more likely to be recognized for academic achievement
- ✍ Three times more likely to be elected to class office within their schools
- ✍ Four times more likely to participate in a math and science fair
- ✍ Three times more likely to win an award for school attendance
- ✍ Four times more likely to win an award for writing an essay or poem

Source: *Living the Arts through Language + Learning: A Report on Community-Based Youth Organizations*, Shirley Bryce Heath, Stanford University and Carnegie Foundation for the Advancement of Teaching, Americans for the Arts Monograph, November 1998.

Entry Points Into The Arts

Jennifer Tsukayama,
Performing Arts Director,
Arizona Commission on the Arts

In the shadow of the looming state budget deficit, it seems like the right time to examine the steps artists and arts organizations in similar circumstances across the nation are taking to develop sustainable creative environments. Many artists and arts organizations are re-envisioning the role of the arts by redefining and reengaging communities. The Urban Institute's *Participation in Arts in Culture* cites its 1998 Cultural Participation Survey, which found that only one percent of people surveyed attended arts events solely in conventional venues. This means that the remaining 99 percent of those surveyed attended a cultural arts performance in a community venue. The Scottsdale Cultural Council recently released the Scottsdale Community Cultural Assessment study that specifically addressed the perception of their residents and found that there is a generation gap when it comes to the arts, and recommended creating a comprehensive community cultural plan to address the weak spots. All of this it begs the question: should we look beyond our traditional venues and communities to rediscover and revitalize our audiences?

This year's SWAC keynote speaker, Carla Perlo, is an ideal example of how active engagement in surrounding communities emphasizes artistic excellence, bolsters business success, and cultivates community revitalization. Besides being an artist, teacher, and community leader, Perlo is the Executive and Artistic Director of Dance Place/DC Wheel Productions, Inc., in Washington, D.C. Perlo transformed Dance Place – once a gutted, abandoned warehouse – into a vital theater, school, and community resource. D.C. Dance Place has become an integral part of the national dance scene as a major venue for touring dance artists. However, it is also an influential local art center serving multiple communities within the neighborhood of the theatre.

The Metropolitan Opera in New York City also provides a good example of how an organization with a long tradition (aesthetically and otherwise) surveyed their current and potential communities and used contemporary innovations to strengthen their presence without altering their form. "Since 2001, the Met experienced an audience decline from 90.8% capacity to 76.8% capacity in 2005. Using blogging, streaming, and Sirius radio to expand their presence, they were able to evolve and engage with the contemporary culture while maintaining their traditional artistic aesthetic. Through a major re-visioning of its visual image and its institutional culture, the Met turned things around and operated at 84% capacity last season."

The outbreak of web-based social networks geared towards artists and non-profit arts organizations has also helped move the typically local arts scene into a global arena. This universal exposure has ultimately strengthened the economic and cultural impact of the arts, while generating new revenue streams for artists and arts organizations. YouTube's 2007/2008 Clinton Global Initiative commitment enables nonprofits to post information and video clips about their organizations. This format allows for fundraising and organizational wish lists. Others have used Facebook.com and MySpace.com to assist in developing new audiences and initiating virtual advertising campaigns.

As the successes of Perlo and the Met demonstrate, redefining our communities and traditional venues might assist us in creating better programming and enable us to develop greater audience participation. Acknowledging our social responsibilities as citizen-artists will ultimately strengthen our fields, and engaging with our surrounding communities will help to secure our artistic foothold in American culture.

* Read more about the Metropolitan Opera's survey at <http://blog.artsusa.org/2007/11/04/a-house-of-creativity>.

Websites

Electronic Book Review

For those of us who prefer to read the blips off the radar screen, here's a juicy book review site. Categories include critical ecologies, electropoetics, internet nation, music/noise, technocapitalism, and webarts, among others.
www.electronicbookreview.com

Hearsight

Scott Andrews has launched this e-artzine to restore critical arts coverage to the Phoenix metropolitan area and also includes news, fiction, and features about artists and arts events from around the state.
<http://hearsight.com>

Homage to Jon Anderson, 1940 - 2007
Reginald Shepherd's lovely tribute page to beloved poet and University of Arizona Creative Writing Teacher Jon Anderson.
<http://reginaldshepherd.blogspot.com/2007/10/homage-to-jon-anderson-1940-2007.html>

MYARTINFO

This website was started by Canadian publisher and philanthropist Louise MacBain, and aspires to become a new social networking site for artists, underlining the growing influence of the Internet in showcasing and selling art. The site allows artists to showcase their work, chat online, and blog.
www.myartinfo.com

Partnership for 21st Century Skills
The partnership serves as a catalyst to position 21st century skills at the center of US K-12 education by building collaborations among education, business, community and government leaders.
www.21stcenturyskills.org

The University of Arizona Poetry Center
The Poetry Center has a new home and new website! If you haven't seen the new building, take a day off of work and treat yourself to an architecturally spiritual experience.
<http://poetrycenter.arizona.edu>

Urban Dictionary

The Urban Dictionary is a slang dictionary with your definitions. Their motto: Define your world!
The Word of the Day: *mall hangover*.
www.urbandictionary.com

VolunteerMatch

If you have some free time on your hands and want to do something important, why not volunteer? This site allows you to search for volunteer opportunities within your ZIP code. But you can also join the site and post your unique qualifications online, enabling non-profits in your area to find you.
www.volunteermatch.org

The Director's Column

For arts leaders, advocacy may be one of the most misunderstood words in our lexicon. People regularly confuse it with lobbying and see it as a daunting and possibly frightening activity; but most often, they believe it is something that is best done by someone else.

Tom Birch, a national arts lobbyist, reminds us that "Advocacy is something all of us should do if we believe in the value of public and private support of the arts; it is democracy in action. It is providing reliable information to others. Arts advocacy means speaking up for what we believe is important and talking about the arts with the people whose support and influence can help our cause."

We could all do a better job of telling the story of the impact of the arts in our communities. Advocacy is telling another individual about something that means a lot to you and to your community. In its basic form, advocacy is simply stories told with passion, truth, and clarity. Advocacy is, as many of us believe, a civic responsibility, a duty second only to voting.

Over the past two years, Arizona advocates from across the state have seen the power of their actions.

- ✍ Together we worked to ensure the final 7 million dollar appropriation to complete the 20 million dollar ArtShare endowment;
- ✍ Together we protected artists' living and working spaces in both Phoenix and Tucson;
- ✍ Together we worked to see the largest increase in funding at the National Endowment for the Arts in the past 24 years;
- ✍ Together we worked to preserve the public process used in public art programs; and,
- ✍ Together we worked to increase the budget of the Arizona Commission on the Arts by \$200,000 for grants directed at providing arts education opportunities for our young people.

It is not enough to list our successes; we must always bring our voices to the table, advocate locally and nationally, and share our views with old friends and new as part of the public process we call democracy.

Arts organizations large and small can grow public value for the arts among members in the legislature, school boards, city councils,

corporations, mayors' offices, and the governor's office. Here are some recent examples I know of:

- ✍ The North Valley Arts Council recently asked two state legislators to be part of their annual benefit as co-chairs;
- ✍ Arizona Women in Tune engaged two local legislators as part of their fundraiser; and,
- ✍ Actors Theatre featured Governor Napolitano and Mayor Phil Gordon as readers at their Family Fun Days to benefit literacy.

Individual artists regularly invite local public officials to their openings and exhibitions; and yes, you can see elected officials strolling the streets of Phoenix, Flagstaff, Scottsdale, and Tucson, during gallery crawls.

Teachers, parents, and teaching artists routinely invite school board members, principals, and superintendents into their schools to observe artist residencies or to attend community events. These events showcase the important learning accomplished by students and visibly demonstrate the value of artist residency projects.

It is time for all of us to renew our commitment to spreading the good news about the arts in communities across Arizona. And you don't have to feel that you must tackle advocacy alone. There are a number of organizations poised to help you become a powerful arts advocate.

Arizona Citizens/Action for the Arts:
www.azcitizensforthearts.org

The National Assembly of State Arts Agencies: www.nasaa-arts.org

Americans for the Arts: www.artsusa.org

Arts Education Partnership:
www.aep-arts.org

Remember, we all must do our part to spread the word that the arts in all their forms change lives, move our communities forward, build a strong economy, help educate our children, and allow us to understand each other's cultural heritage. The arts need your voice as a strong advocate. Join me in telling our story today!

Robert C. Booker
Executive Director
Arizona Commission on the Arts

Arts News Roundup

Welcome to the first State Roundup for the bulletin. We value our individual artists and will continue the interviews and post them on our website, but we also wanted to make space to share news we hear from our friends around the state. If you have any news to share, send an email to info@azarts.gov, and put "Arts News" in the subject header.

It is with a heavy heart that we share the news of **Louis LeRoy's** passing. Louis was the first Expansion Arts Director (now State and Local Partnerships) at the Commission. Also an artist, Louis worked in the arts in various capacities: as regional representative at the National Endowment for the Arts, as board chair of The Association of American Cultures, and most recently as the director of Yuma Fine Arts.

The Scottsdale Cultural Council has named **Dr. William H. Banchs** its new president and chief executive officer. Dr. Banchs served as president of the Miami-based National Foundation for Advancement in the Arts (NFAA) for the past 16 years. He will begin with the Scottsdale Cultural Council in January.

Marilyn A. Zeitlin, who came to ASU in 1992 to lead the Art Museum, has announced her retirement to focus on creative work, including research, writing, and freelance curatorial work. She will step down as Director/Chief Curator of the ASU Art Museum on December 31, 2007 and retire from the University following a one-year research leave. However, we also received the news that **Heather Lineberry**, a senior curator at the museum, will step in as interim director of the ASU Art Museum, beginning January 1, 2008.

Bonnie Sneed, Executive Director of the Arizona Alliance for Arts Education, received the Arizona Art Education Association's 2007 Arts Advocate of the Year award. She is currently serving as its co-president, after a two-year presidency with the Arts in Education Council for Scottsdale Schools, a non-profit, all-volunteer organization she established thirty-five years ago, in order to support high quality fine arts opportunities for her own children.

Borderlands Theater is the recipient of the 2007 Community Foundation for Southern Arizona Achievement Award. Achievement Award recipients are selected annually by an independent panel of judges. Twelve finalists are chosen for demonstrated success in two categories: impact and innovation. Keep up the great work!

And a sustained OOOOOOO goes out to the **Phoenix Bach Choir** who received 5 Grammy award nominations for their joint recording of Passion Week with the Kansas City Chorale. The nomination categories include: Best Classical Album, Best Choral Performance, Best Surround Sound Album, Best Engineered Album, Classical, Best Producer of the Year.

Arts & Public Value

Who are we? We are those who have accepted the responsibility to make the arts available as a public good – we are responsible for those aspects of the arts that everyone benefits from but cannot be provided by the marketplace or by individuals acting alone. What do we stand for? We stand for fair access for every child and adult to the full range of the expressive and persuasive powers that will enable them to inhabit and defend a life of liberty. We stand for fair access to knowledge of the diverse heritage of cultures and values that defines us as Americans. We stand for the sensory and imaginative powers that enable us all to apply creativity to our most important tasks, such as educating our young people, earning a living, and building our communities. We stand for that artistic and uniquely human quality of empathy – empathy, which is essential to maintaining a democracy; empathy, which we learn by creating and by communicating; empathy, which provides us the ability to understand not only our neighbors, but people beyond our borders whose artistry and cultural expressions differ from ours, but whose prosperity and destiny are increasingly entwined with our own.

What have we learned? We learned how important it is for all of our advocates to speak with one voice about a shared vision – our major groups, our smallest and our individual supporters, in the largest cities and the most rural areas.

I am confident that our need as individuals, as community members and as a nation, to dramatize our issues, to understand ourselves and how we relate to the world – to our past, to our present and to our future – will continue. As long as we call ourselves human, comedy, tragedy, triumph, defeat, heroism and cowardice, virtue, vice, honesty, deception and self-delusion will all be meaningful terms. Adolescents will have discovered bold new behaviors and fashions to disgust their elders. Sex will still have many meanings, some of them new, all of them confusing. And love...love will still have as many meanings as there are pairings and groups of people in the world.

Arts education, which represents a gateway to all participation in the arts, is suffering cutbacks at exactly the time when it is most needed to help stem the catastrophic dropout rate and when the global workforce is dividing into those workers with imaginative skills and those without them. Given the ways participation in the arts is changing, how should our public sector roles and responsibilities change? We will need all our collective experience and ideas to make wise and strategic decisions.

Jonathan Katz, Executive Director of National Assembly of State Arts Agencies, at the 40th Annual National Assembly of Arts Agencies, Baltimore, December 8, 2007

Calendar

January – March 2008

Community Meetings around the State/EGOR Workshops. Learn about ACA programs; EGOR Tutorials. For dates and locations visit www.azarts.gov/calendar.

January 11, 2008

Southwest Arts Conference
Earlybird Registration Deadline

Save the Date!

January 25, 2008

31st Southwest Arts
Conference at the Glendale
Civic Center

February 4, 2008

Arizona Arts Congress
State Capitol Mall Lawn
For more information, visit
www.azcitizensforthearts.org.

February 14, 2008

Museums on the Mall
Senate Lawn, Arizona State
Capitol, 10AM to 2PM.

March 20, 2008

Application Deadline
ACA Grants for Organizations
and Schools (Project Grants,
Arts Learning Project Grants,
Arts Link to Tourism and the
Economy Grants, General
Operating Support Grants) and
ACA Regional Touring Program.



www.azmc.org

*"We seek in art the
elusive intensity by
which it knows."
—Jane Hirshfield*

Arts Congress 2008

The 2008 Arts Congress will be held on Monday, February 4, at the Arizona State Capitol Mall Lawn. Mark your calendars because this year's event will have a lot to offer! Brenda Sperduti, Executive Director of Arizona Citizens/Action for the Arts, and the planning committees of these respective boards, have come up with a new plan for this once-a-year arts advocacy day. According to Sperduti, the event will be jam-packed with learning opportunities: "In the past, we've concentrated on solely getting numbers to Arts Congress and coaxing our state government leaders to come down to join arts advocates for lunch. While we still want the leaders to join us and visit with arts advocates from their districts, we have decided that this day is also an ideal time to offer attendees several workshop sessions on how to be more effective advocates."

Robert C. Booker, Executive Director at the Arts Commission, was a part of this redesign of Arts Congress. According to Booker, we all need refresher courses to

discover how to be more effective in speaking about the importance of the arts: "It's not just about speaking passionately to your legislator, although this ranks as the number one reason. We need to be able to speak effectively to our school boards as well as our local city councils. The 'business of the arts' permeates everything in our lives, ensuring a healthy cultural environment for our communities. It starts with ensuring financial support from our state government, but that's just the tip of the iceberg. The real impact of the arts on our lives goes unseen by our leaders. This year's Arts Congress is the first of many stages for preparing us to speak out about the arts throughout the year."

To register for Arts Congress, contact Tia Oso at Arizona Citizens/Action for the Arts at tia@azcitizensforthearts.org or by calling 602-253-6535. For more information on the event, visit the Arizona Citizens/Action for the Arts at www.azcitizensforthearts.org.



SAVE THE DATE

The 31st Southwest Arts Conference

**Friday, January 25, 2008
Glendale Civic Center**

Visit www.azarts.gov/swac to register today!

Early registration discounts are available for individuals and teams until January 11, 2008

This document is available in an alternate format by contacting the Arts Commission at (602) 771-6501.



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